

# Tobacco Retail Licensing

## MISSION: POSSIBLE

Realizing how important youth are to the passage of a Tobacco Retail Licensing (TRL) ordinance, CYAN introduced the Tobacco Retail Licensing Mission: Possible campaign. Mission: Possible is a movement working to increase youth involvement and engagement in local TRL efforts, while generating excitement and momentum around the issue of youth access to tobacco.

The Mission: Possible campaign provides resources, training and technical assistance to youth advocates and tobacco control agencies throughout California. The campaign also connects youth and adults with licensing activities, networking opportunities, educational materials and promotional items to take action at a local level.

For more information check out [www.cyanonline.org](http://www.cyanonline.org), or contact Julia Shrader-Lauinger at 916.339.3424 x28 or [julia@cyanonline.org](mailto:julia@cyanonline.org).

## What is Tobacco Retail Licensing?

### TRL Success

#### Example:

#### Contra Costa County

*Illegal sales before TRL*

- Illegal sales rate = 37%

*Strong TRL policy was adopted*

- Youth Purchase Survey (YPS) was critical
- Youth presented YPS results

*Illegal sales after TRL*

#### What is the Problem?

Generally, there are two ways youth gain access to tobacco:

1. Social Sources (ex: from family and friends)
2. Retail Sources (ex: convenience or grocery stores)

Since it is nearly impossible to monitor the social sources, action must be taken to control illegal sales in the retail environment.

#### What can be done?

It has been illegal to sell tobacco to minors for over 100 years, yet California's youth are continually able to purchase this deadly product. Thus, to address this problem, advocates across the state are taking action by passing local TRL ordinances, decreasing youth access to tobacco in their communities.

#### How does it work?

- A TRL ordinance requires store owners to purchase an annual permit in order to sell any tobacco product.
- The permit fee covers the cost for administration of the license and, more importantly, the enforcement. (*Enforcement = merchant/community education and several "youth purchase" stings per year*)
  - If a store owner or clerk is caught in violation of the ordinance, the store owner could be fined or the license could potentially be suspended or revoked.

#### Why should I fight for my City Council to adopt a Tobacco Retail License?

- To lower youth smoking rates
- To reduce youth access to tobacco
- To create a safer and healthier environment
- To educate the community on the issue of illegal tobacco sales to minors
- To stand up to the Tobacco Industry